

Supplementary file 1. Proprietary e-liquid names and verbatim flavour descriptions reported by participants, with prioritised flavour category classification

	Prioritised classification
<i>Proprietary e-liquid names, and manufacturer's flavour descriptions (where available)</i>	
RY4: "a long bottom leaf blend with vanilla cinnamon overtones"; "invented to mimic the taste of a fine Cuban"	Tobacco
Golden Kentucky: "straight leaf flavour is golden and rich"; "its bitter notes are perfect for people new to vaping who don't like the sweet VG taste"	Tobacco
Mild Black: "smooth and toasted e-liquid smooth long bottom leaf flavour and nothing else"	Tobacco
Jamaican Rum: "smooth Virginia leaf flavoured blend"; "our take on Port Royal"	Tobacco
Tobacco Throne: "grilled tobacco flavour with a hint of French Vanilla"	Tobacco
Hurricane: tobacco flavour	Tobacco
Ode Luce: "golden, light Virginia style with hints of sweet sun-cured leaf"	Tobacco
Mint As: mint with tobacco flavour	Mint/menthol
Crafty Menthol: "a cool, refreshing blast of mint"	Mint/menthol
So Fresh So Clean: "super strong minty and fresh e-liquid"	Mint/menthol
Nek Minty: "light mint flavour has a subtle fruit flavour base and a natural mint mouthfeel"	Mint/menthol
Yeah Na Na: "Strawberry banana"	Fruit
Deez Melons: "light, fruity, watermelon flavour with a deeply tropical soul"	Fruit
Manguava: "mango and guava"	Fruit
Stoned Fruit: "nectarine comes through strongly in this e-liquid while apricot and peach provides added tart/sweetness"	Fruit
StrawVery: "clean strawberry"	Fruit
Strawberry Kiwifruit: "strawberry flavour with a realistic kiwi kick"	Fruit
Ca'Peach: "peach"	Fruit
Apple Chill: "This apple flavour is crisp and green with a hint of candy"; "The chill is mild and doesn't interfere with the full apple experience"	Fruit
Grape Chill: "This flavour is all grape with a light cool mouthfeel"	Fruit
Pineapple Chill: "This pineapple flavour will appeal to fruity e-juice aficionado's [sic] and vapers who like a light cool mouth hit alike"	Fruit
Mandarin Chill: "The subtle chill note adds to the mandarin zing"	Fruit
Ruby Chill: "pomegranate, tart red fruits, and light chill taste"	Fruit
Black Mango: "A sophisticated blend of freshly picked blackcurrants and tropical mangoes with a cool menthol twist"	Fruit

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Te Puke Thunder: “distinctive sour, sweet taste of kiwifruit combined with crisp apple and refreshing melon”	Fruit
Pink Lady: “pineapple grapefruit”	Fruit
Cream Custard: no description available	Dessert/sweets
Custard Therapy: no description available	Dessert/sweets
Custard Cure: “well-balanced custard”	Dessert/sweets
Cream: “delicate flavours of strawberries and cream”	Dessert/sweets
Anzaac: “buttery oat biscuit with a hint of coconut”	Dessert/sweets
Blueberry Shortcake: “mouth-watering blueberry shortcake”	Dessert/sweets
Sansa’s Lemoncake: “lemoncake”	Dessert/sweets
Vanilla Cupcake: “light golden baked sponge and freshly whipped icing”	Dessert/sweets
Vanilla Beanie: “ample vanilla-ness overlaid on top of a cake base”	Dessert/sweets
Banana Split: “strong banana flavour on a smooth and creamy base”	Dessert/sweets
Crunch Berry: “summer berries in a light cereal base with a dash of cream”	Dessert/sweets
Sherbinator: “strong citrus flavour combined with notes of other fruits. This rainbow sherbert e-juice is sure to please your sweet tooth.”	Dessert/sweets
Cold Toast: “French toast and syrup”	Dessert/sweets
Berried Treasure: “a light speckling of bountiful berries mingle with the rich sweet solace of vanilla butternut dessert”	Dessert/sweets
100s & 1000s: 100s and 1000s biscuit	Dessert/sweets
Afghan: Afghan biscuit	Dessert/sweets
Shalin’s Milk: “strawberry milk”	Non-alcoholic beverage
Caffiend: “milky sweet coffee, with a dash of caramel”	Non-alcoholic beverage
Cherry Cola: “cherry coke”	Non-alcoholic beverage
Codak Cola: “classic coke flavour”	Non-alcoholic beverage
Energy Drink: “guarana flavour”	Non-alcoholic beverage
Juice Springsteen: “a tangy orange & sweet peach smoothie, with creamy vanilla undertones”	Non-alcoholic beverage
Grape White Shark: “Grape soda with some grape squishy candies mixed in”	Non-alcoholic beverage
Slow Blow: “The flavour of pineapple layered with lime soda”	Non-alcoholic beverage
Granny’s Punch: “green apple”	Non-alcoholic beverage
Strawberry Earthshake: “strawberry and dragonfruit and milk”	Non-alcoholic beverage
Lemon Lime & Bitters: “lemon lime and bitters”	Non-alcoholic beverage
Hasseltoff: “buttery English toffee caramel flavour”	Candy
Sour Patch: “sour lollies”	Candy
Yellow Jelly: candy flavour	Candy
Hazalmel: “creamy hazelnut”	Nut/spices
Nude: straight glycerol	Unflavoured

M Blank and J Hoek. Choice and variety-seeking of e-liquids and flavour categories by New Zealand smokers using an electronic cigarette: a longitudinal study. *Nicotine & Tobacco Research*, Supplementary file 1.

	Prioritised classification
<i>Verbatim flavour descriptions reported by participants</i>	
Cigar	Tobacco
Spiced tobacco	Tobacco
Menthol	Mint/menthol
Chill	Mint/menthol
Mint	Mint/menthol
Apple papaya	Fruit
Sour blackberry	Fruit
Sour apple grape	Fruit
Cherry	Fruit
Mango	Fruit
Strawberry lychee	Fruit
Berry	Fruit
Peach	Fruit
Blueberry	Fruit
Watermelon	Fruit
Grape	Fruit
Mixed berry	Fruit
Blood orange	Fruit
Melon	Fruit
Blackcurrant	Fruit
Papaya-mango-cantaloupe	Fruit
Apple	Fruit
Lime	Fruit
Cucumber	Fruit
Melon and tropical fruit	Fruit
Nectarine mint	Fruit
Fruity ones	Fruit
Marshmallow-chocolate-meringue	Dessert/sweets
Berry-cream-meringue	Dessert/sweets
Honey	Dessert/sweets
White chocolate cookie batter	Dessert/sweets
Coffee caramel	Dessert/sweets
Peaches and cream	Dessert/sweets
Lemoncake	Dessert/sweets
Chocolate doughnut	Dessert/sweets

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Crème brulee	Dessert/sweets
Custard	Dessert/sweets
Cream Custard	Dessert/sweets
Vanilla	Dessert/sweets
Biscuit	Dessert/sweets
Dessert	Dessert/sweets
Shortcakey ones	Dessert/sweets
Berry smoothie	Non-alcoholic beverage
Chocolate milkshake	Non-alcoholic beverage
Raspberry cola	Non-alcoholic beverage
Cola	Non-alcoholic beverage
Herbal tea	Non-alcoholic beverage
Sherbet strawberry	Candy
Sherbet	Candy
Sour candy	Candy
Marshmallow	Candy
Caramel	Candy
Chocolate	Candy
Pineapple Lumps	Candy
Bubblegum	Candy
Candyfloss/Cotton candy	Candy
Kahlua & dark chocolate	Alcohol
Mojito	Alcohol
Whisky	Alcohol
Rum blend	Alcohol